



# The Impact of FSC Certification Perceived by Employees of Brazilian Companies

Many of the FSC benefits that have already been identified comprise the external perception of the company, that is, the vision of stakeholders, the perception of the responsible person within the company, or the analysis of corrective actions. Furthermore, studies have been conducted in various areas, including institutional communication, governance, marketing, and social responsibility, among others. None of these studies have involved the employees of the organizations that adopt the FSC certification.



## Scope and main objectives

- This study evaluates empirical evidence on employees' perceptions of the positive and negative impacts of Forest Stewardship Council (FSC) certification on Brazilian companies.
- Studying workers' perspectives regarding FSC is crucial for several reasons, mainly because certification directly impacts employees' working conditions, encompassing aspects such as salaries, working hours, workplace safety, and labor rights.
- Additionally, workers play a fundamental role as stakeholders in the forestry sector, and it is essential to involve them in the certification processes to ensure their voices are heard and their concerns are addressed. Understanding how workers perceive the social impacts of certification, including its effects on their local communities, work relationships, and living standards, is crucial for evaluating the success of certification in achieving its social objectives. Workers' acceptance and adherence to FSC certification are essential elements to ensure its effective implementation.

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## Innovative approach

A survey\* was developed, and data from 149 employees of certified companies were collected. A scale of positive and negative impacts based on the literature was developed. The Jonckheere-Terpstra test was used to compare the statistical difference of the attributes under analysis. An exploratory factor analysis was also conducted with a quantitative approach.



## Main Positive Impacts

- Privilege products that benefit the environment and society.
- Has a protective relationship with the forest.
- Has a protective relationship with the communities.
- Respect by the company for economic, social, and environmental principles.



## Conclusions

- The most positive perceptions are related to the protection of the forest and society. Regarding the negative aspects, misinformation about the certification and the cost of accreditation was highlighted.
- The existing literature about FSC certification focuses on company managers and/or external stakeholders. A study from the perspective of employees from certified companies is essential to ensure employee well-being, promote sustainability, and corporate social responsibility, identify areas for improvement, and strengthen the company's reputation and credibility in the market.

## Main Negative Impacts

- People are misinformed about FSC and environmental certifications in general.
- Many companies choose not to carry the FSC certification because they consider the implementation value too high.
- There is unfair competition in the market between certified-companies and non-certified companies.
- The requirements demanded by FSC are complicated and time-consuming.

### Positive Impacts

| Number of the Principles | Affirmatives                                                                           | Mean  | Stand. Deviation |
|--------------------------|----------------------------------------------------------------------------------------|-------|------------------|
| 5                        | ...privilege products that benefit the environment and society.                        | 4.779 | 0.6023           |
| 6                        | ...has a protective relationship with the forest.                                      | 4.671 | 0.6921           |
| 4                        | ...has a protective relationship with the communities.                                 | 4.638 | 0.6700           |
| 1                        | ...respect by the company for economic, social and environmental principles.           | 4.584 | 0.6985           |
| 1, 4 and 6               | ...improvement of external company image.                                              | 4.577 | 0.7900           |
| 9                        | ...allows consumers to purchase products free of social and environmental liabilities. | 4.537 | 0.7400           |
| 2, 3 and 4               | ...has a protective relationship with other people.                                    | 4.409 | 0.7971           |
| 7 and 8                  | ...link between productivity and lessening negative environmental impacts.             | 4.309 | 1.0061           |
| 2 and 4                  | ...offers better working conditions.                                                   | 4.174 | 1.0950           |
| 2 and 7                  | ...offers training.                                                                    | 4.040 | 1.0898           |
| 5 and 6                  | ...certified products have different values.                                           | 3.987 | 1.2839           |
| 10                       | ...FSC marketing that the company carries.                                             | 3.718 | 1.2197           |
| 2, 3 and 4               | ...better standard of living for me and my family.                                     | 3.591 | 1.1969           |

Source: Developed by the authors based on data collection

### Respondents' characteristics

| Aspect                    | Option                            | Percentage |
|---------------------------|-----------------------------------|------------|
| Experience in the company | Less than 1 year                  | 7.4%       |
|                           | From 1 to 3                       | 18.8%      |
|                           | From 3 to 5                       | 14.8%      |
|                           | From 5 to 10                      | 30.2%      |
|                           | More than 10                      | 28.9%      |
| Age                       | From 16 to 23 years old           | 4.7%       |
|                           | From 24 to 30                     | 22.8%      |
|                           | From 31 to 40                     | 45.6%      |
|                           | From 41 to 55                     | 24.2%      |
|                           | More than 55                      | 2.7%       |
| Education level           | High School                       | 5.4%       |
|                           | University degree (Undergraduate) | 30.9%      |
|                           | University degree (Graduate)      | 36.9%      |
|                           | Master and/or Doctorate degree    | 26.8%      |

Source: Developed by the authors based on data collection



\* Moema Nunes, Bruna Weber, Camila Fagundes, Dusan Schreiber (2024) 'O impacto da certificação FSC percebidos por colaboradores de empresas brasileiras', Brazilian Journal of Business, ISSN 1983-4659 DOI: 10.5902/19834659

